MERCURY

International Hospitality & Tourism Management

22 – 26 August 2027
Dubai (UAE)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 121315_1027255 **Date:** 22 – 26 August 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction

The International Hospitality & Tourism Management course provides a comprehensive understanding of global hospitality and tourism operations. It explores best practices in service management, strategic planning, and sustainable tourism. Participants will gain insights into customer experience, revenue management, and operational efficiency. The course examines international trends and cultural diversity in hospitality. It equips learners with practical tools for leadership and management in hotels, resorts, and tourism enterprises. This program bridges theoretical knowledge with industry-relevant applications for professional growth.

Targeted Groups

This International Hospitality & Tourism Management course targets professionals seeking specialized knowledge and skills:

- Hotel managers and supervisors.
- Tourism operators and guides.
- Travel agency professionals.
- Event planners and coordinators.
- Hospitality consultants and analysts.
- Students pursuing careers in international tourism.
- Entrepreneurs in hospitality businesses.

Course Objectives

Participants will achieve the following objectives by completing the International Hospitality & Tourism Management course:

- Understand global hospitality and tourism operations.
- Develop effective service management strategies.
- Enhance customer experience techniques.
- Apply revenue management principles.
- Implement sustainable tourism practices.
- Improve leadership and team management skills.
- Analyze international market trends.
- Integrate cultural awareness in operations.
- Strengthen strategic planning capabilities.
- Apply practical tools for operational efficiency.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Leadership in hospitality operations.
- Strategic decision-making for tourism management.
- Customer service excellence.
- Revenue optimization techniques.
- Sustainable tourism implementation.
- Multicultural communication skills.
- Operational problem-solving.
- Event and guest experience management.
- Analytical skills for market trends.
- Project planning and execution.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Managing hotel operations under high occupancy.
- Planning international tourism packages.
- Resolving customer service challenges.
- Organizing large-scale events and conferences.
- Implementing sustainability initiatives.
- Adjusting strategies to cultural differences.
- Optimizing revenue and operational efficiency.

Course Content

Unit 1: Introduction to International Hospitality & Tourism

- Overview of global hospitality trends.
- Structure of the international tourism industry.
- Key players in hospitality management.
- Principles of customer experience.
- Tourism market segmentation.
- Hospitality service standards.
- Role of technology in operations.

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Unit 2: Service Management & Operations

- Front office management techniques.
- Housekeeping operations and quality control.
- Food and beverage management strategies.
- Guest satisfaction measurement.
- Operational efficiency improvement.
- Health, safety, and hygiene standards.

Unit 3: Revenue & Financial Management

- Revenue management principles.
- Budgeting for hotels and resorts.
- Pricing strategies in tourism.
- Financial performance analysis.
- Cost control techniques.
- Profit maximization strategies.

Unit 4: Marketing & Strategic Planning

- Tourism marketing channels.
- Digital marketing for hospitality.
- Branding and positioning strategies.
- Market research and analysis.
- Strategic planning frameworks.
- Competitor analysis in tourism markets.

Unit 5: Leadership, Culture & Sustainability

- Leadership in international hospitality.
- Team management and motivation.
- Cultural diversity and guest relations.
- Crisis management in tourism.
- Sustainable tourism initiatives.
- Ethical practices and corporate responsibility.

Final Insights & Key Takeaways

This course equips participants with the skills to excel in international hospitality and tourism management. Graduates will confidently implement strategies for operational excellence, guest satisfaction, and sustainable growth.

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